



## WATERMARK SYSTEMS FOR MEDIA

### Abstract of the Disclosure

A number of novel watermarking applications, and improvements to  
5 watermarking methods, are disclosed. Included are techniques for selectively  
incorporating promotional messages into rendered video content, monitoring whether  
promotional messages are rendered or skipped, permitting payment for content upon  
rendering rather than receipt, controlling rendering of video to include or omit adult-  
themed sections, confirming a person's age by reference to a watermarked identification  
10 document, and watermarking digital cinema projections.

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